

Message Text

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PAGE 01 BELGRA 01535 031737Z

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FM AMEMBASSY BELGRADE

TO USDOC WASHDC

INFO SECSTATE WASHDC 8935

AMCONSUL ZAGREB

AMEMBASSY WARSAW

AMEMBASSY VIENNA

UNCLAS BELGRADE 1535

FROM DONOHUE FOR COMMERCE

E.O. 11652: N/A

TAGS: BEXP, YO, AU, PL

SUBJECT: US BIOMEDICAL TRADE MISSION

REF: STATE 47239

SUMMARY: YUGOSLAV VISIT SUCCESSFUL - MISSION MEMBERS VERY OPTIMISTIC RE MARKET PROSPECTS. WELL-ORGANIZED VISIT ESPECIALLY CHARACTERIZED BY GREAT CORDIALITY AND INTEREST OF YUGOSLAV MEDICAL PROFESSIONALS. NEED FOR NEW EQUIPMENT OBVIOUS TO MISSION MEMBERS AND HOSTS. FINANCING CON-

TINUING PROBLEM, BUT CAN BE SURMOUNTED. SEVERAL MAJOR PROJECTS DISCUSSED. THOUGH GERMANS DOMINANT IN MARKET BECAUSE OF TRADITION, PROXIMITY, SERVICE, DOCTORS (MANY OF WHOM EDUCATED IN US) OPENLY FAVORABLE TOWARD AMERICAN EQUIPMENT AND ITS REPUTATION. END SUMMARY.

1. MISSION OPENED ITS YUGOSLAV STAY IN BELGRADE MARCH 25 WITH GENERAL MEETING WITH PHYSICIANS, ADMINISTRATORS AND TRADE REPRESENTATIVES. DIRECTOR PRESENTED SALK MEDAL TO MEDICAL FACULTY OF UNIVERSITY OF BELGRADE, WHICH ACTED AS CO-SPONSOR. INFORMAL PRODUCT PRESENTATIONS FOLLOWED BY INDIVIDUAL APPOINTMENTS.

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PAGE 02 BELGRA 01535 031737Z

2. EVENING MARCH 25, AMBASSADOR HOSTED OUTSTANDING RECEPTION ATTENDED BY EXCEPTIONAL NUMBER GUESTS OF HIGH PROFESSIONAL QUALITY. MISSION MEMBERS MADE EXCELLENT CONTACTS HERE. THEY MOST COMPLIMENTARY ABOUT ALL ARRANGEMENTS.

3. MARCH 26, MISSION VISITED TWO MAJOR HOSPITALS IN BELGRADE WITH INDIVIDUAL MEMBERS RECEIVING OPPORTUNITY MEET WITH SPECIALISTS INTERESTED THEIR PARTICULAR TYPE OF EQUIPMENT.

4. FAVORABLE RESULTS OBTAINED INDICATED EMBASSY OFFICERS LOCKWOOD AND HARTLEY HAD PUT TIME AND CREATIVITY INTO PROGRAM. MEDTRONIC SOLD 10 PACEMAKERS FOR OVER DOLS 100,000. GENERAL SCIENCE DELIGHTED WITH MARKET PROSPECTS FOR BLOOD CELL COUNTER, SOLD ONE UNIT FOR DOLS 10,000. USCI INTERNATIONAL EXPECTS DOLS 50,000 ORDER NEXT 12 MONTHS.

5. MISSION FLEW ZAGREB EVENING MARCH 26, MET BY CONTROL OFFICER VON DEN STEINEN, WHO HAD SET UP VERY ACTIVE SCHEDULE. MARCH 27 MORNING MEETING AT ZAGREB INTERNATIONAL FAIRGROUNDS EXCEPTIONALLY WELL ATTENDED BY 110 DOCTORS, ADMINISTRATORS AND AGENTS WHO REACTED WITH CONSIDERABLE INTEREST TO INFORMAL TALKS AND PRODUCT DEMONSTRATIONS. PACEMAKERS AND BLOOD-COUNTING MACHINE MADE STRONG IMPRESSIONS. KEY FACTOR IN PROGRAM'S SUCCESS WAS CONGEN'S ABILITY OBTAIN SPONSORSHIP BY CROATIAN MEDICAL ASSOCIATION WHICH MADE EXCEPTIONAL ARRANGEMENTS ON MISSION'S BEHALF. STRONG ENDORSEMENT ALSO PROVIDED BY CROATIAN REPUBLIC UNDER SECRETARY HEALTH, DR. BERISLAV SKUPNJAK, WHO -- IN REMARKS OPENING MEETING -- STATED THAT, SINCE THIS MISSION AMERICAN, AUDIENCE COULD ASSUME THAT "BEST" IN WORLD BIOMEDICAL TECHNOLOGY BEING REPRESENTED. RECEPTIVITY TO AMERICAN PRODUCTS MOST UNUSUAL IN DIRECTOR'S EXPERIENCE.

6. EVENING RECEPTION AT CONSUL GENERAL'S RESIDENCE MARCH 27 SUCCESSFUL, ATTENDED BY NUMBER KEY CONTACTS. FOLLOWING RECEPTION, SEVERAL MEMBERS MET AT HOTEL WITH SARAJEVO GROUP WHICH PLANNING NEW MATERNITY HOSPITAL.

7. MARCH 28, PROCEEDED LJUBLJANA FOR VERY USEFUL PROGRAM, INCLUDING INFORMAL GENERAL MEETING ORGANIZED BY SLOVENIAN MEDICAL ASSOCIATION AND SPECIALIST TOUR LJUBLJANA MEDICAL CENTER (MOST MODERN INSTALLATION VIEWED IN YUGOSLAVIA) FOLLOWED BY WORKING LUNCHEON AT WHICH MISSION HOSTED KEY SLOVENE CONTACTS. LATTER INCLUDED UNCLASSIFIED

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PAGE 03 BELGRA 01535 031737Z

DIRECOTR NEW 550-BED HOSPITAL IN CONSTRUCTION AT NOVOMGORICAN WHO PROMISED PROVIDE KEY PLANNING DATA TO UNITED EXPORTERS BY APRIL 20 TO ENABLE FRAMING OFFER COMPLETE IMPORTED EQUIPMENT PACKAGE.

8. MARCH 29, MISSION VISITED TWO MAJOR ZAGREB HOSPITALS. UNITED EXPORTERS ALSO VISITED THIRD HOSPITAL AND SEVERAL OTHER MEMBERS HELD BUSINESS DISCUSSIONS WITH DIRECTOR OF A FOURTH. PROGRAM FOR MOST

PART FEATURED CONCRETE INDIVIDUAL DISCUSSION WITH RELEVANT SPECIALISTS. MEDTRONIC MADE ONE SALE DOLS 7,000 - OTHER MEMBERS ALSO ENTHUSIASTIC PROSPECTS - MAJORITY PLAN FOLLOW-UP VISITS WITHIN THREE MONTHS.

9. MARCH 30, MISSION DEPARTED FOR WARSAW, EXPRESSED GREAT APPRECIATION FOR WELL-CONCEIVED PROGRAM AND STRONG SUPPORT.

10. COMMENT: MISSION FOUND EXCEPTIONAL INTEREST IN AMERICAN BIOMEDICAL EQUIPMENT IN YUGOSLAVIA AND NOTED HIGH REPUTATION WHICH AMERICAN TECHNOLOGY ENJOYS. MEDICAL PROFESSIONALS NEVERTHELESS APPREHENSIVE ABOUT ABILITY AMERICAN SUPPLIERS PROVIDE SERVICING EQUIVALENT CONTINENTAL FIRMS. THIS CONNECTION, MISSION MEMBERS WOULD HAVE APPRECIATED EARLIER INFORMATION RE POTENTIALITIES YUGOSLAV AGENCY FIRMS, WHICH DIRECTOR RECOMMENDS IN FUTURE BE COVERED IN WASHINGTON, PRE-DEPARTURE BRIEFING. MISSION FOUND THAT WEST GERMANS ENJOY STRONGEST CURRENT MARKET POSITION, BUT OTHERS CHALLENGING. FOR EXAMPLE, BOTH SWEDISH AND BRITISH (LATTER WITH 800 SQUARE METER RESERVATION) PLANNING PARTICIPATE NEXT YEAR'S MEDICAL EQUIPMENT EXHIBIT -- IMMA 75 -- AT ZAGREB FIARGOUNDS IN JUNE (REF ZAGREB 0328) WHICH HAS EVERY INDICATION BECOMING MAJOR COMMERCIAL EVENT.
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